

عنوان مقاله:

Ecological Factors Influencing the Elderly Tourists' Revisiting Ecotourism in Phattalung Province

محل انتشار:

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خلاصه مقاله:

This research aims to investigate ecological factors affecting the elderly tourists' satisfaction in ecotourism and to examine an effect of satisfaction on their revisiting ecotourism in Phattalung province. Questionnaire as the main method of data gathering was distributed to the target samples of 250 elderly tourists. Using the partial least square and structural equation modelling or PLS-SEM for data analysis, the results showed that ecological factors of four different domains including area, management, activities and process as well as participation affected the elderly's satisfaction in ecotourism in Phattalung province. Besides that the results revealed that satisfaction was the key factor showing a significant effect on revisiting ecotourism among the elderly tourists. The findings in the present study have implications for stakeholders to understand the relevant factors which have an impact on satisfaction and revisiting ecotourism of the elderly tourists.

کلمات کلیدی:

decision, ecotourism, the elderly, revisiting

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